

## Are your client communications reaching your clients?

Conduent's Proactive Customer Notification solution helps you deliver key case information to child support clients at the right time, in the right way.



### Proactively communicate:

- to keep pace with your clients.
- in the manner your clients prefer.
- to provide information when it is most relevant.
- to increase client satisfaction with the program.
- to increase collections

Child support enforcement agencies are faced with an increasingly mobile client base where traditional forms of communication are less effective.

As communications technology evolves, expectations keep rising: your clients want information and customer service provided in the method of their choosing. Traditional forms of communication are no longer reaching their targets.

Over the past 15 years, first class mail volume has declined by 60 percent. Paper mailings are costly and take days to arrive. Many of your clients no longer respond to traditional mail and thus may pay less attention to what they receive.

Similarly, traditional outbound telephone calls using Interactive Voice Response (IVR) systems are becoming less effective, especially considering cost. The timeframe for outbound calls is limited and the calls frequently go unanswered.

The use of electronic means of communication continues to grow exponentially. 99% of people ages 18 - 49 own a cell phone. The vast majority of the cell phones are smart phones. Most clients regularly receive text messages and email on a mobile device.

Reaching child support clients in the most effective and up to date ways will have a positive impact on how child support agencies communicate and how well clients feel they are treated. Providing clear notifications and expectations creates a more transparent system that both informs and educates both custodial and non-custodial parents.

Proactive customer notification allows you to communicate with clients the way most people choose to communicate today: email and text. Our solution provides automated notifications using mobile platforms to your customers regarding key actions and case status. Notifications are sent based on customer specified events and time frames received from the child support system of record.

Proactive customer notification can minimize customer initiated contact and reduce the costs of communication while keeping pace with how people receive information.



**Proactive notification can result in:**

- Decreased customer initiated contact with call centers
- Increased rates of attendance at scheduled events
- Decrease in the need for location services
- Increased collections of current support
- Higher level of satisfaction with the CSE Program

**Key features**

Customer

- Select preferred methods (SMS Text and/or Email) of communication
- Add or modify an email address
- Add or modify an SMS/Text number
- Manage when messages are received
- View messages
- Manage message history

Caseworker

- Create message templates
- Create recipient groups based on customized case characteristics and conditions used to trigger messages
- Preview intended recipient groups
- Create and manage message schedules
- Quick message wizard
- Customizable message approval processes
- Manage customer profiles
- Messages sent are recorded in the IV-D CSE system
- Built in reporting
  - Notification history
  - User activity
  - Program management

**Benefits**

Customer education provides what clients need to know when they need to know it.

- Notification of upcoming scheduled events
- Payment due dates
- Missed payments
- Early intervention initiatives
- Office closings (holidays and weather events)

Compared to IVR outbound calling systems, SMS/Text and email notifications are more secure, cost effective and have a higher rate of delivery. Reach out to your clients where they are and improve your program outcomes.